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CAMPAIGN 1990: THE FIGHT OVER TERM LIMITS.

Editor's note: Here is Part II in our continuing series of reports about the major ballot propositions facing Calif. voters on Nov. 6th. This week: Props. 131 & 140...

...Why were backers of the two initiatives limiting terms for elected officials wearing such big smiles last week, especially L.A. Co. Sup. Pete Schabarum???

...In case you were visiting Mars, Oklahoma became the first State to enact a 12-year limit on terms of office for State legislators; and ex-State senator and current BOE member Paul Carpenter(D) was CONVICTED in the ongoing Capitol corruption case in Sacto. Both events add more fuel to the growing BIG MO in favor of TERM LIMITS...

...Recent polling shows voters leaning STRONGLY toward these two measures, with perhaps a little more reservation about #131 because of its provisions for PARTIAL PUBLIC FINANCING OF ELECTIONS. #131 is similar to the Oklahoma measure in that it too has a 12-year limit on State legislative terms. The more stringent #140 limits State senate terms to 8 years and Assembly terms to 6 years. In addition, #140 substantially reduces funds spent on the legislature as an institution. Both 131/140 limit governor, LG, AG, etc. to 2-terms in office...

...So what's being done to combat the two measures? The Democrats have turned to Speaker Willie Brown and Senate President David Roberti to do most if not all of the fundraising. On the GOP side, Republican Senate Leader Ken Maddy is in charge. GOP Assembly Leader Ross Johnson has NOT taken a stance on 131/140 and is NOT helping with fundraising. The GOP money will go for slate cards aimed at Republican voters, while the Demo money will go for slates and

a TV campaign by Berman & D'Agostino...

...Insiders believe the NO campaign will focus on #140 and its key sponsor, Pete Schabarum, rather than go after #131. The theory is that there's more to attack, using a theme that says, "Powerful L.A. and Sacto special interests are trying to take control of the State Legislature." This attack theme makes sense because the NO side believes that with a reduced staff and inexperienced lawmakers, special interests will have a more powerful voice in shaping new laws...

...As for the YES side, there's no love between #131 and #140. The Schabarum/#140 campaign sees #131 as having the force of a B-B gun when it comes to term limits on State legislators and the #140 folks are convinced voters won't go for public funding of elections. And although these two measures are attempting to appeal to a bipartisan crowd, #140 seems to be attracting more Republicans than #131. In fact, many Republicans see #140 as the ONLY way to eventually win control of the legislature. Only a handful of lawmakers have endorsed #140. They include GOP State Senators Don Rogers and John Seymour; and GOP Assemblymembers Dick Mountjoy, Tom McClintock, Bill Filante and Curt Pringle. In addition to AG John Van de Kamp and San Jose Mayor Tom McEnery, #131's top backer is consumer advocate Ralph Nader. As you might expect, most of #131's support is coming from a more liberal base...

...While Demo and GOP opponents of 131/140 might not admit it publicly, sources say they can easily live within the confines of Prop. 131. As for #140, even supporters say it's like the skunk who raided the GOP and Demo legislators' annual picnic...

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... Bottomline: money MAY NOT be the key in this battle. Combined, the NO side may raise and spend \$3-5 million. But the YES on 131/140 side doesn't need as much money because NEWS MEDIA continues to promote key events which help the YES side, such as the Carpenter conviction, the bitter 1990 budget battle and lack of action on new laws to help consumers. And while voters may admire individual members of the CA State Legislature, as an institution, voters may be looking for CHANGE. Stay tuned...

CAMPAIGN 1990: TARGETED ASSEMBLY CONTESTS.

Editor's note: Here is Part III of our continuing coverage of Calif. legislative races. This week's focus is on the 20th & 63rd A.D.s, with a few extra goodies thrown in for good measure...

- 20th A.D. - This is the Menlo Park/San Mateo County district of Demo freshman Ted Lempert. It's a very marginal district for a Democrat, with registration running about 46.07% Demo to 41.46% GOP. Until Lempert's major upset of GOP freshman Assemblyman Bill Duplissee in 1988, the district had been in Republican hands for more than 100 years, which is why Lempert is now a TARGET of the GOP Assembly Caucus...

...This year's Republican candidate is Jim Rinehart, a trade consultant, who until last year lived in Sacramento and worked for the Deukmejian Admin. He is considered a PRO-CHOICE moderate in the mold of U.S. Rep. Tom Campbell or ex Assemblymember Bob Naylor. The key to Rinehart's success will be MONEY. If influential members of the powerful No. Calif. Lincoln Club can come up with the bucks, some GOP sources believe Rinehart has a shot at recapturing this seat. Consultant Joe Shumate is running the effort...

...Tom Carroll has left Lempert's staff to take charge of the reelection effort. Like 1988, the emphasis will be on a heavy grass roots/GOTV campaign. CALPEEK sources say Lempert's volunteer army will reach 800 to 1,000 by election day. He'll be very tough to beat. Some 14 of 21 GOP-registered city councilmembers from the district have endorsed Lempert. And his record in the Assembly has even surprised some Republicans. SB 2040 is the Lempert/Keene Oil Spill Prevention Act of 1990. Gov. Duke is expected

to sign the bill into law. And a good part of SB 1738 (Roberti's Ethics bill) contained sections drafted by Lempert and approved by the Assembly...

...Bottomline: it will be tough, but CALPEEK sources think Lempert has the right stuff to win another term. But watch the money, a possible key to a GOP upset...

- 63rd A.D. - This is the southeastern L.A. County district of Demo Bob Eppe, another freshman from the class of 1988. Unlike Lempert, Eppe has a good Demo registration -- 55.6% Demo to 36.3% GOP. The Demo Caucus isn't worried about Eppe, but they aren't taking any chances with GOPER Diane Boggs. The Demos have assigned top strategist Dan Eaton to once again honcho Eppe's campaign...

...Boggs is a Downey councilwoman, who is PRO-CHOICE and very savvy. She's running her own campaign and believes she'll have enough money to run a credible race. She does have name I.D. and will pound Eppe on what she says are his negative business votes and his flip-flop voting pattern on restricting assault weapons...

...Bottomline: the Demos will keep a close eye on Boggs, but Eppe should win again in November...

- 10th A.D. - An unusual and embarrassing development for the Republicans. Their assembly nominee, Sacramento attorney Tom Griffin, says he's no longer campaigning because GOP Assembly Leader Ross Johnson and the Republicans won't help him raise money. But even with help from the GOP, incumbent Demo Phil Isenberg, Sacramento's former mayor, was in no trouble. What was the problem with Griffin? Was there conflict with Johnson because Griffin is PRO-CHOICE???

- 5th A.D. - This is the Sacto/Placer Co. district of 2-term GOP Assemblyman Tim Leslie. The district has a slight Demo registration edge, 47.6% Demo to 42.4% GOP. Leslie won the seat in 1986 with \$1 million in help from the GOP Assembly Caucus. He's got money again in 1990, but the Demo he's facing is unconventional and flamboyant -- SMUD director Joe Buonaiuto, who describes himself as a PRO-CHOICE Christian (in contrast to Leslie who is PRO-LIFE). Every

time Joe scrapes together \$800-900 bucks, he buys radio spots, which he produces himself. The spots are remarkably refreshing and hit Leslie right where it hurts...

...But there's more to this story. Leslie is not only running this November, but in all likelihood could be the top Republican seeking to replace GOP State Sen. John Doolittle(R) in the upper house. Doolittle will undoubtedly be elected to congress this November. Leslie's main GOP opponent in an upcoming special election might be Yuba City Assemblyman Chris Chandler. Yes, there's mucho bad blood between these two conservatives. A few weeks ago, Chandler's EX chief of staff, Ron Brand, called Joe Buonaiuto on the phone to give him some dirt about Leslie. Big Joe wasn't home, so Ron left a message on the answering machine. A SMOKING GUN THAT TALKED. Buonaiuto held a news conference and played the tape. It's been that kind of campaign folks. Ron Brand is probably looking for work, but not as a campaign consultant. Will Buonaiuto pull an upset??? Stay tuned...

CAMPAIGN 1990: FALL MUNICIPAL ELECTIONS.

Editor's note: Here's an update on some local ballot measures facing voters on Nov. 6th...

- THE DAM BUSTERS - Measure T in Sacramento County will undoubtedly be a slugfest between tree huggers on one side and those who want to see the construction of the Auburn Dam on the American River, north of Sacto. There's been talk for 25 years about building this dam and finally the Auburn Dam Council collected enough signatures to place this advisory measure on the Nov. 6 ballot. County supes in Placer, El Dorado and San Joaquin have already gone on record as favoring the construction of a multi-purpose dam (hydro-electric power, water storage, recreation & water flow). The cost will be high, just under a billion for a small dam and \$1.4 billion for a larger dam. Ray McNally & Assoc. are handling the YES side of what promises to be a very controversial measure...

- ON THE BEACH - Prop. E on the S.F. Co. ballot is the brainchild of Steve Bloom. This measure would "enforce" a NUCLEAR FREE ZONE in the bay area by restricting city purchases and restricting financial relationships with the nuclear power industry.

Enforcement would be carried out by a 9-member elected board. This measure is almost the same as Measure A (also by Bloom), which was rejected by Alameda Co. voters last June by a 2-1 margin. Mayor Art Agnos and a majority of the Board of Supes are AGAINST this measure. Solem & Assoc. of S.F. are running the NO side (they ran the NO operation in Alameda too)...

- THE TREASURE OF ALTAMONT - That's the site of Alameda Co.'s main landfill operation. Enter Measure D - another ballot measure by Steve Bloom. This plan would set up a recycling program BEYOND the one the county is now implementing and would add a new trash collection fee. Oakland mayor candidate Wilson Riles Jr. FAVORS #D, but so far Assemblyman Elihu Harris, Riles' Nov. 6 opponent, has not taken sides. The Board of Supes is ducking for the moment. Solem & Assoc. are on the NO side...

HAMMER'S POLL SHOW HER LEADING FISCALINI.

In the contest to become mayor of Calif.'s 3rd largest city, San Jose Councilwoman Susan Hammer has released a poll by her campaign which shows her leading educator Frank Fiscalini by a margin of 32% to 25%, with 43% undecided. The poll was taken in mid August among 407 registered San Jose voters by Fairbank, Bregman & Maullin. On a push question, when respondents are asked which way they "lean," Hammer jumps to 42%, compared to 33% for Fiscalini, with 25% undecided. Hammer and Fiscalini are battling to replace outgoing Mayor Tom McEnery...

KATHLEEN FEINSTEIN SPEAKS TO WIPA SEPT. 27.

The Phi Beta Kappa daughter of Demo gubernatorial candidate Dianne Feinstein will discuss her mom's campaign before Women In Public Affairs, 11:30 a.m. networking, 12 noon lunch, Sept. 27, Tower Restaurant, in downtown L.A. Katherine Feinstein is the campaign's expert on law & order issues. For info, Linda Braunschweiler at Union Bank (213)236-6717...

CA CLEAN AIR & NEW TECHNOLOGY CONFERENCE.

Mark Oct. 15-17 on your calendar for this conference at L.A.'s Bonaventure Hotel. Seminars, panel discussions, trade show, etc. For more info, contact Sharon Cerrill or Any Friend at (213)856-5044...

CAMPAIGN 1990: TO DEBATE OR NOT TO DEBATE.

Editor's note: Is it true, as one consultant has said numerous times, "The only people who care about DEBATES are candidates who are behind in the polls and the League of Women Voters."?? We'll find out in the next few weeks as most of the incumbents and their challengers face off in a war words. Here's a rundown of the tentative debate schedule...

GOVERNOR (Wilson vs. Feinstein) - Oct. 7 on KNBC-TV/L.A.; Oct. 18 on KPIX-TV/S.F...

LT. GOV. (McCarthy vs. Bergeson) - Oct. 3 on KOCE-TV/Orange County. Bergeson has requested 3 more debates, but chances are the Oct. 3rd clash will be it...

ATTY. GENERAL (Lungren vs. Smith) - Oct. 7 on both KNBC-TV and KCBS-TV in L.A.; and Oct. 12 on KRON-TV/S.F. There's also a chance that Century Cable may produce an AG's debate before Nov. 6th...

CONTROLLER (Davis vs. Fong) - No debates scheduled as yet...

SEC. OF STATE (Eu vs. Flores) - Flores has asked for debates, but there has been no response from Eu's campaign...

TREASURER (Hayes vs. Brown) - Sept. 24 on KABC Radio's Michael Jackson Show. Hayes has accepted invites from at least 9 different platforms, while Brown has ducked all but Jackson...

U.S. REP. BROWN IN TIGHT RACE WITH HAMMOCK.

Although veteran U.S. Rep. George Brown Jr. (D-Colton) has anywhere from 75-90% name I.D. in this Inland Empire congressional district, some GOP sources think the 70-year-old Brown may have met his match in San Bernardino Co. Sup. Bob Hammock...

...A late July poll of 350 registered voters taken by The Wirthlin Group for Hammock's campaign, shows Brown leading by a slim 41% to 36% margin, with 23% undecided. Anytime an incumbent is under 45-50% in a poll, that's a sign of trouble. The problem may be that there are large numbers of NEW VOTERS in the 36th who are unfamiliar with either Brown or Hammock. With an anti-incumbent feeling among voters in general, this may work to Hammock's advantage. The other factor is that Hammock is a PRO-

CHOICE, moderate Republican - not an ultra conservative such as Brown's opponent from 1988, John Paul Stark. In fact, this is what concerns the Brown campaign more than anything else: you can't paint Hammock with a Jesse Helms brush...

UPDATE ON OUT-OF-STATE GOVERNORS' CONTESTS.

Editor's note: Here is some polling data on Western States gubernatorial races. The data is from The Polling Report...

● HAWAII - Political/Media Research for the Honolulu Star-Bulletin, Aug. 29-Sept. 2, 626 like voters statewide:

Gov. John Waihee(D-Inc.)	63%
State Rep. Fred Hemmings(R)	20%
Undecided	17%

● NEVADA - Tarrance & Associates, Aug. 14-15, 600 statewide voters:

Gov. Bob Miller(D-Inc.)	60%
Businessman Jim Gallaway(R)	27%
Undecided	13%

● ARIZONA - Political/Media Research for KPNX, KVOA and the Mesa Tribune, Aug. 29 - Sept. 4, 819 statewide voters:

Phoenix Mayor Terry Goddard(D)	45%
Businessman Fife Symington(R)	33%
Undecided	22%

ANOTHER WOMEN'S SLATE HITS THE CA MARKET.

It's called the OFFICIAL WOMEN'S VOTER GUIDE - not to be confused with Calif. Women's Voter Guide. The slatemakers are Mary Jo Rossi and Marion Englund. Both worked for Speaker Willie Brown at one time and are direct mail specialists. Unlike the Calif. Women's Voter Guide, this slate will cater to PRO-CHOICE candidates, but that's not the only criteria. OWVG is HQed in Sacramento...

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